The Catholic Appeal in Your Parish

2019 Training Session

January - February
2018 Catholic Appeal Snapshot
2019 Catholic Appeal: *This is our Church*
Launching a Successful Campaign
  – Timeline and Overview
  – Witness Talk
  – In-Pew Presentation
  – Post Launch
Goals, Qualifications and Resources
Reporting and Website
Gift Processing
Questions and Answers
2018 Catholic Appeal Snapshot

Giving
- Total Donations: $15M
- # Donors: 48,751
- 6,893 1st Time Donors (14%)
- 9,555 10 year consecutive givers (19.6%)
- In pew giving up from 20% in 2017

Parish Totals
- 224 Parishes earning a rebate (2017: 206)
- $1.87M in rebates paid to parishes
- 262 Parishes with Appeal Coordinator (2017: 161)
- 212 Parishes exceeded assessment by 6/30 (based on pledges)
2019 Appeal Goals

- 2019 Catholic Appeal Goal: $16.8M
  - Parish: $12.5M (8% parish tithe: $9.13M)
  - Major gifts: $4.3M

- Three components:
  - Parish Campaign: February – March
  - Extensive Direct Mail Campaign: February – June
  - Major Donors of $10K+: Ongoing
2019 Appeal Timeline

**JANUARY**  
- Mailing and email to prior donors
- Bulletin Announcements
- Parish materials sent: Posters, goals, gift processing materials

**FEBRUARY**  
- Announcement Weekend February 23 and 24
- Commitment Weekend March 2 and 3
- Mailing to lapsed and prior donors

**MARCH**  
- Bulletin Announcements / Updating Parishioner
- Website reporting
- Mid-Appeal Campaign
- Rebate Distributions (October, February)

All materials can be found on at www.bostoncatholicappeal.org/parish resources
Your Witness Talk

Announcement Weekend
February 23 and 24
# Intentional Giving at Mass In-Pew Presentation

**Commitment Weekend – March 2 And 3**

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<table>
<thead>
<tr>
<th>Please check one:</th>
<th>q Mr. and Mrs. q Mr. q Mrs. q Ms. q Miss q Dr. q ____________</th>
</tr>
</thead>
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<table>
<thead>
<tr>
<th>First Name</th>
<th>Last Name</th>
</tr>
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<table>
<thead>
<tr>
<th>Spouse First Name</th>
<th>Spouse Last Name (if different)</th>
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<table>
<thead>
<tr>
<th>Home Address</th>
<th>Apt/Unit #</th>
</tr>
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<table>
<thead>
<tr>
<th>City</th>
<th>State</th>
<th>Zip Code</th>
</tr>
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<table>
<thead>
<tr>
<th>Phone</th>
<th>Email Address</th>
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<table>
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<tr>
<th>Home Parish</th>
<th>Parish City</th>
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- I have already given to the Catholic Appeal this year.
- I do not wish to make a gift at this time.

**Payment Method:**  
- [ ] Visa  
- [ ] MC  
- [ ] Discover  
- [ ] Amex  
- [ ] Check (Payable to: The Catholic Appeal)

<table>
<thead>
<tr>
<th>Card No.</th>
<th>Exp. Date</th>
<th>Signature</th>
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**Credit Card Payment Options:**  
- [ ] One-time gift  
- [ ] 10 monthly installments – Please note, $10.00 is the minimum monthly amount for credit card installment payments.

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Yes! I want to support the Catholic Appeal.

<table>
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<tr>
<th>Total Gift</th>
<th>$</th>
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<table>
<thead>
<tr>
<th>Amount Enclosed</th>
<th>$</th>
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</table>

<table>
<thead>
<tr>
<th>Balance Due</th>
<th>$</th>
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You will be billed for any balance due unless paying by credit card.

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Thank You!
Post Appeal Launch

- Thank you
- Thank-a-thon: June 4-5 Calls to New Donors
- Appreciation Mass and Reception:
  - Sunday, October 20th Location TBD
- On Going Engagement:
  - Summer Blessing from Cardinal Sean
  - All Souls invitation
- Tax receipt letter: Mailed in January 2020
Quick Definitions

- **Appeal Goal:**
  - Amount the parish is capable of raising. Calculated using three year average of Catholic Appeal total gifts and pledges.

- **Assessment:**
  - Amount the parish needs to raise in support of the Appeal. 8% of a parish income; offertory and grand annual.

- **In Pew Goal:**
  - In pew count is equal to the total number of in-pews completed both with and without a gift/pledge.

<table>
<thead>
<tr>
<th>2018 Mass count</th>
<th># Of families (2018 Mass count ÷ 3)</th>
<th>In-pew response goal (# Of families x 30%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>300</td>
<td>100</td>
<td>30</td>
</tr>
</tbody>
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Parish Qualification

- To qualify for an abatement or rebate
  - Conduct in-pew Campaign
  - Meet in-pew goal
  - Have an Appeal Coordinator
- Rebates based on a “pooled” structure to those parishes that qualify
- Rebate installments paid in October 2019 and February 2020
- Parishes that do not meet assessment will be billed for shortfall.
- Parishes that do not meet assessment can apply for an abatement.
- Abatement Forms:
  - Available November 2019
  - Submit by January 1, 2020
Resources and Website

Catholic Appeal website provides all the materials to launch a successful campaign.

www.bostoncatholicappeal.org

- All print materials are available
- Bulletin announcements and inserts in 4 translations
- Parish results updated weekly
  - Summary reporting is available with no password
  - Detailed Parish reporting is password protected
Helpful tips for gift processing:

- Do not open envelopes
- Send all in-pews. We count them all!!
- Notify counters of the process
- 4 FEDEX and 5 other envelopes:
  - Only use FEDEX labels sent this year.
- Be sure to include your parish number
- Gifts processed in Batches by gift type.

Parishes may experience 3-4 week delay processing gifts at launch. We appreciate your patience.